

Accelerate Business Performance



Are you preparing a campaign to *increase market share* from the competition or launch a new solution?

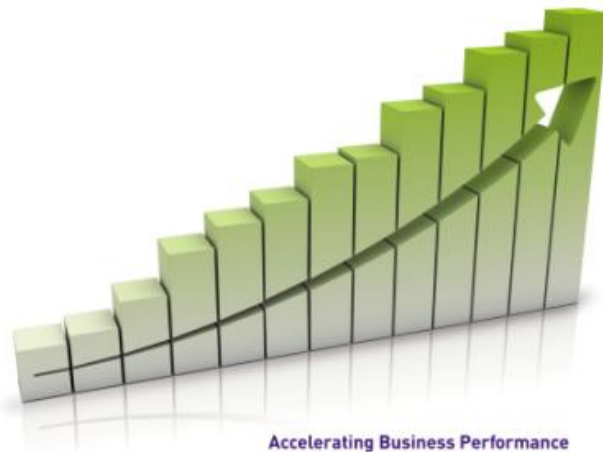
Are you thinking about the best way to ensure your *sales and service teams can deliver a common message* to the customer?

Are you wondering how this can be done *quickly and economically* to ensure rapid time to market?

Do you need to ensure *managers take ownership* of the campaign to achieve business results?

Do you want to take advantage of Subject Matter Experts & *re-purpose existing training & marketing investment*?

Linked Learning & Power Sessions provide the answer



A major global client implemented the Power Session and has seen an immediate of 200:1 return on investment for a competitive blitz sales campaign, and now has a 1000:1 return on investment in identified new business.

Please contact us at info@strategytorevenue.com for more information.

Accelerating Business Performance with



Linked Learning – Connected Approach

Why Linked Learning?

The challenge for most companies is to find an effective approach to increasing the capability of their people, whilst maximising the use of existing resources and information. Organisations have invested in some excellent collateral, whether that is White Papers, Sales & Marketing Presentations, eLearning, podcasts, and other traditional learning interventions.

The question is how can you repurpose these existing resources whilst introducing new concepts to up skill your people in key business areas to drive productivity and performance?

Linked Learning is the Strategy to Revenue “Connected Approach” that creates a learning roadmap for the audience in which we use video to contextualise each key aspect of the programme. This ensures that the audience understands the value of each element of the programme in reaching the learning and business goals. It also means we can re-use material from your training archive.

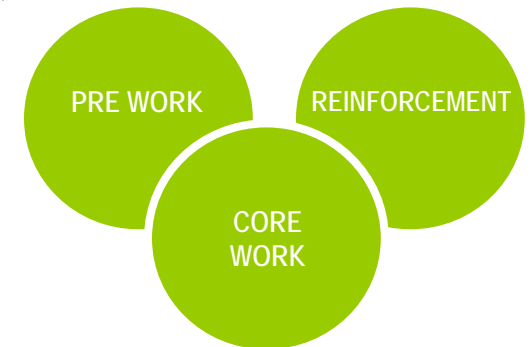
Linked Learning Portal



The Linked Learning Portal (LLP) provides the central access for the programme and the audience is introduced to the video presenter who will support them throughout.

A programme could be made up of a number of learning interventions as part of pre/core work, and ongoing reinforcement including;

- eLearning
- Sales & Marketing Presentations
- PDF Resources (White Papers, Competitive Reviews, etc..)
- Webinars
- Classroom Training
- Productivity Tools
- Quizzes
- Pod casts
- Internal and external web links



As people move through the programme, which in some cases could be over the course of a month, we use our simple assessment platform to actively manage completion of the programme at each step and provide detailed reporting to our clients

Impact

"I have been here for 9 years and this is the best learning experience I have seen in that time" - Cisco Services Account Manager

Business

- Scalable for Global or Regional Implementation
- Virtual - reducing time out of the field
- Customised for Business Relevancy
- Increased employee productivity

Learning

- High impact & rich media experience
- Ongoing support and reinforcement
- Rejuvenate pre existing learning resources
- Tracked to measure completion
- LMS not required, but will interface with existing systems

Power Session – Results Focused Execution



Business Challenges

Time pressure on staff; travel and accommodation costs, lost customer selling time, market penetration, are all powerful reasons to find new ways to develop staff. These challenges and the move towards the 'Manager as Coach', provides a strong rationale for teams' personal development and performance improvement being driven by managers and team leaders.

Whilst eLearning and Instructor-led interventions will continue to provide enormous value in learning; a reinforcement method, with active participation by management will allow true follow through into measurable business value. Power Sessions have been developed to drive new learning and reinforcement in small chunks, delivered locally without the cost-overhead of trainers.

The Power Session framework provides a simple, low cost, scalable approach to addressing these business challenges.

What is a Power Session?

A Power Session is a short (1-2 hours) high impact and fast moving structured team session, led by a team Manager, Champion or local trainer to small groups of participants. The format allows the Manager to conduct interactive exercises, drive discussion and define 'best practice' for his/her group, without the need to be a subject matter expert or training professional.

The Power Session is Concise, Engaging, Results-focused, and encourages participants to be accountable for their own success.

What does a Power Session look like?

Video is at the heart of the Power Session and ALL content which is reliant on Subject Matter Experts and the Power Session structure is delivered via video. For example a subject matter expert may present some input, the Power Session presenter will contextualise the information and introduce an activity and then pass control of the session back to the local team manager in the room. This allows the manager to concentrate on leading structured discussions and agreeing “real world” actions. Video will include TV interviews with stakeholders where key and often difficult questions are tackled, location footage with customers, and case studies with other staff etc.



Executive & Subject Matter Expert Interviews



Video-Led Presenter & Manager Led Discussions/Activities

Power Session – Results Focused Execution

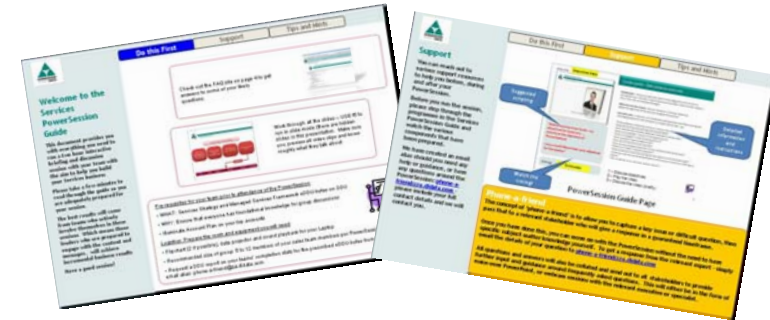


Supporting Materials for Managers

The Manager is provided a comprehensive *"How to" Guide* with detailed instructions on how to prepare; setup and run the Power Session. The Guide is linked to slides and handouts which will be used to run the exercises.

As part of the Power Session programme, there is the option to run a social networking forum for leaders and participants to use as support and share best practice. There is also a substantial communications plan to launch and manage the programme.

Finally, we offer a mechanism whereby leaders can refer difficult questions to a subject matter expert meaning the managers can confidentially run the session without having to know all the answers.



Power Session Clients

A number of high profile clients have implemented the Power Session to support major initiatives across Sales, Marketing, and Customer service. These clients include;

- Cisco Systems
- Dimension Data
- Thomson Reuters
- DHL Express
- Orange



One of our clients implemented the Power Session to drive a major sales campaign to increase market share against a key competitor. Within one week, 4000 sales people across Europe were trained in this Competitive Selling Power Session.

The result was a 200:1 return on investment in 5 weeks and projected 1000:1 ROI in first 12 months. The success of this initiative prompted a second Power Session which has delivered even larger ROI.

What is the Value?

Power Sessions are an incremental, innovative use of blended learning which deliver cost effective, scalable and consistent messaging, led by local managers. This involvement of line managers, if handled correctly, increases the 'stickiness' of training ; builds performance and promotes a coaching approach to management.

"All of my team had a great time working on this stuff, and we were able to adapt it to our local situation" - Orange Call Centre Manager

Business

- Scalable for Global or Regional Implementation
- Customised for Business Relevancy
- Economic
- Increased Business Performance

Learning

- High impact & rich media experience
- Team Focused
- Vehicle for Managers to Coach
- Sharing of Best Practice